

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**O. M. BEKETOV NATIONAL UNIVERSITY
of URBAN ECONOMY in KHARKIV**

Methodological guidelines
for practical work
on the subject
“FOREING LANGUAGE FOR BUSINESS”

*(for all full-time students education level “bachelor”
all specialties)*

Kharkiv – O. M. Beketov NUUE – 2019

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INTRODUCTION

This course is for the 1-year full-time bachelor's degree students of all specialties. The course is designed to familiarize the students of non-language higher education institutions with the information on business English.

The material has been specifically designed for a variety of class environments and as the basis for self-study.

This course consists of the four main topics and is expected to be covered during about 70 hours for self-study.

Most of the units provide the learner of English with original texts from different sources.

Units contain:

Texts which focus on one of the topic.

Reading which confirms the content of the text either in general or in detail.

Active Vocabulary which encourages students to work out the meaning from the context and reinforces the vocabulary further.

Vocabulary Exercises which are means of presenting and improving the vocabulary.

Writing Skills which include different tasks that help students put their thoughts into words in a meaningful form and to mentally interact with the message.

UNIT 1

THE FUNCTIONS OF AN EXECUTIVE

Active vocabulary

1. **Executive** – керівник, адміністратор.
2. **Vice-president** – віце-президент.
3. **Manager** (syn. administrator) – найманий управляючий, адміністратор.
4. **Head of department** – керівник відділу.
5. **Foreman (pl. foremen)** – майстер, керівник.
6. **Position** – посада.
7. **To set objectives** – ставити цілі.
8. **To delegate authority** – розподіляти обов'язки.
9. **To work under pressure** – працювати за примушенням.
10. **Red tape** – тут бюрократична, канцелярська робота.
11. **To be competent** – бути компетентним.

(Ann is having lunch with her sister Iren. Ann has just accepted a position as an Administrative Assistant. Her boss is an executive with a firm that manufactures heavy machinery used in construction).

Iren: You've got a new job, Ann. My congratulations.

Ann: Thanks, Iren.

Iren: Tell me a few words about your boss. What does he do?

Ann: Well, he is one of the vice-presidents of the company, so he is rather important. He is an executive.

Iren: Do you know the difference between an executive, a manager and an administrator?

Ann: I am afraid I can hardly tell you the difference, I think these words are interchangeable and they really aren't different in many companies.

Iren: What about your company?

Ann: In our company the top officers are called administrators. The next highest group - the vice-presidents, the heads of major departments and branch plant managers – are executives like my boss.

Iren: Is that all?

Ann: The group below consists of managers, they are general managers and foremen.

Iren: So I see that an organization has a number of positions and some people have more authority than others.

Ann: You are right.

Iren: But it would be interesting to know more about the function of an executive like your boss.

Ann: I'd say he makes a lot of important decisions. He sets objectives, coordinates work, delegates authority, makes hiring, firing, evaluating and just general leading.

Iren: It seems to be important.

Ann: It is important. It's evident that making careful decisions is the basis of good management.

Iren: But do you work under much pressure?

Ann: Iren, you know I am quite used to working under pressure from my last job. I am also accustomed to lots of paper work and red tape.

Iren: Good for you.

Ann: And what's more important I feel that I can learn a lot because my boss is very competent.

Iren: Good, I think we'd be in a hurry not to get late for the work.

Exercise 1 Your executive is a very tough man. What should his staff do to please him?

For ideas:

to be creative – творчо відноситися до справи;

to be well-organized – бути добре організованим;
to keep fit – тримати себе у формі;
to be punctual – бути пунктуальним;
to be enthusiastic – бути ентузіастом;
to obey the rules – підкорятися правилам.

Exercise 2 Answer the questions.

1. What working position is the best for you?
2. Are you accustomed to working under pressure?
3. Are you accustomed to a red tape job?
4. Do you want to be an executive or an administrator of a big company?

What should you do for it?

5. What qualities do you need to be an executive of the company?
6. What does it mean to be a competent manager?

Exercise 3 Supply the articles where necessary. Translate into your native language.

.....principal trends of our activities are:

training, retraining, enhancing skills and establishing system of continuous education of managers and specialists in field ofpersonnel management as whole;

establishing criteria and methods of personnel selection and qualification of personnel and social development work;

providing personnel activities with effective personnel technologies, developing and putting into practice modern forms and methods of personnel management;

studying and sharing world experience of personnel management, consulting in field of personnel management.

Exercise 4 Supply the correct tense-forms of the verbs. Translate into your native language.

To be engaged in such activities (*to be*) necessary to have an organization sufficiently independent of state structures, free to carry out its plans that (*to unite*) qualified specialists on the work with personnel. The prototype of such an organization (*to be*) the cooperative “The Kyiv Inculcation Centre “Personnel”” which (*to be*) created in 1989.

At that time the organization (*to establish*) its branches in Ukraine, Byelorussia and Russia which (*to train*) more than one thousand staff workers early.

The work of the People’s University (*to make*) possible to extend the research conducted, master the system of training, improve and perfect a scientific and methodical provision of the process of studies.

WHERE AND HOW TO HIRE AN EMPLOYEE?

Active Vocabulary

- 1. Employer** – роботодавець.
- 2. Option** – вибір.
- 3. To consider** – розглядати, брати до уваги.
- 4. Employee** – службовець, найманий робітник.
- 5. To be suitable for the position** – відповідати посаді.
- 6. Personnel office** – відділ кадрів.
- 7. Applicant** – кандидат на посаду.
- 8. Valuable source** – цінне джерело.
- 9. Employment agency** – агенція з найму.
- 10. Consulting firm** – консультативна фірма.
- 11. To advertise** – розміщувати об'яву, рекламувати.
- 12. Resume** – резюме.
- 13. Two sets of qualifications** – два виду характеристик.
- 14. Experience** – досвід, враження.
- 15. Evaluate through interviews** – оцінювати через інтерв'ю, співбесіду.

An employer has several options to consider when he wants to hire a new employee. First of all, he may look within his own company. But if he can't find anybody suitable for the position, he will have to look outside the company. If there is a personnel office in the company, he can ask them to help him to find a qualified applicant. The employer can also use other valuable sources, for example, employment agencies, consulting firms, placement offices and professional societies. He can also advertise in a newspaper or in a magazine and request candidates to send in resumes.

The employer has two sets of qualifications to consider if he wants to choose from among the applicants. He must consider both professional qualifications and personal characteristics. A candidate's education, experience and skills are included in his professional qualifications. These can be listed on a resume'. Personal characteristics or personality traits must be evaluated through interviews.

COMPREHENSION QUESTIONS

1. Which options should an employer first consider when he wants to hire a new employee?
2. What services does a personnel department provide?
3. In what way can the new employees be found outside one's company?
4. What qualifications does the employer consider in choosing an employee?
5. What is meant by "professional qualification" for a job?
6. What personal characteristics does the administrator consider when choosing an employee?

Exercise 1 Choose the necessary word and put it in the sentence (to advertise, resume, employee, applicant, personnel office, qualification, agency, personal).

1. We are going to interview three ... on the position.
2. If you need applications for this position, ... in a special section of the local newspaper.
3. Personnel office will help you to find a new ...
4. All the information about the staff of the firm can be found in
5. She has a good ... for the position: a college degree, good work experience.
6. I want to find a new secretary, so I'll call an employment
7. If you are an applicant for the position, you have to write your
8. Don't ask him ... questions, it will be impolite.

Exercise 2 Translate into English

1. Його посада в компанії дуже важлива.
2. Адміністратор ставить цілі, приймає на роботу, звільнює.
3. Вона не любить працювати за примушенням.
4. Я звичний до канцелярської роботи.
5. Менеджер повинен бути компетентним.
6. Керівник цієї групи – дуже талановитий спеціаліст (фахівець).
7. Ми повинні найняти нового службовця.
8. Розмістити оголошення в газеті.
9. Цей керівник з великим досвідом.
10. Ми повинні розглянути два види характеристик.
11. Кандидати на посаду повинні надіслати резюме.
12. Ви знайдете всю інформацію у відділі кадрів.
13. Зверніться до агенції з найму.
14. Роботодавець повинен звернутися до консультаційної фірми.

Exercise 3 Put the verbs in brackets into proper present tense (Present Indefinite, Present Continuous or Present Perfect).

1. The vice-president usually (*to set*) objectives for the staff.

2. Don't disturb me, please, I (*to work*) with the annual report.
3. This firm often (*to advertise*) in different newspapers and magazines.
4. We advertised in a special section of the newspaper but we (*not to receive*) the resumes yet.
5. We (*to evaluate*) already the candidates through the interview.
6. We (*to look for*) a specialist suitable for the position at the present moment.
7. He (*to sent*) just his resume and the letter of interest.
8. They (*to fire*) the manager. He was not suitable for the position.
9. You have to wait a little. He (*to consult*) with the executive.

UNIT 2

APPLYING FOR A JOB

Active Vocabulary

1. **Position** – посада; **vacancy**, **opening position** – вакансія.
2. **Application** – заява, звернення, прохання; **application for the position** – заява про зарахування на посаду; **applicant** – претендент, заявник.
3. **Promising** – перспективний, багатообіцяльний.
4. **Effort** – зусилля, напруга, спроба; **make effort** – зробити спробу.
5. **Creative** – творчий.
6. **Competitive** – конкурентоспроможний; **competitive examination** – конкурсний іспит.
7. **Responsibility** – відповідальність, обов'язок, платоспроможність; **assume (accept, take) responsibility** – узяти на себе відповідальність.
8. **Skillful** – умілий, досвідчений; **syn experienced**.
9. **Reference** – посилення, рекомендація.
10. **Experimental period** – випробний період; **syn term of probation**.
11. **Salary** – заробітна плата службовців; **wages** – заробітна плата

виробників; **fee** – гонорар робітників мистецтва; **fringe benefits** – різні пільги; **bonus** – премія.

12. Deadline – кінцевий строк.

13. Labour contract (agreement) – трудова угода.

Exercise 1 Find antonyms.

1 – incorrect;	8 – clean;	a – dull;	h – easy;
2 – interesting;	9 – indoors;	b – firs;	i – correct;
3 – terrible;	10 – difficult;	c – far-sighted;	j – expensive;
4 – last;	11 – safe;	d – dirty;	k – ask;
5 – answer;	12 – cheap;	e – wonderful;	l – like;
6 – short-sighted;	13 – fast;	f – dangerous;	m – happy;
7 – unhappy;	14 – hate;	g – outdoors;	n – slow.

Exercise 2 Characterize each worker using the words mentioned below:

director, secretary, bookkeeper, trading agent. How can you characterize yourself?

active	diplomatic	methodical
attentive	disciplined	realistic
constructive	energetic	sincere
cooperative	extroverted	systematic
creative	independent	tactful
forceful	perceptive	adaptable
dependable	sophisticated	broad-minded

Exercise 3 Match workers and their activities.

<i>Names and Job Titles</i>	<i>Activities</i>
Mr. Black (<i>clerk</i>)	operate the computer
Miss Quest (<i>computer operator</i>)	write telexes, faxes, letters
Mrs. Lyons (<i>typist</i>)	welcome visitors
Miss Frost (<i>receptionist</i>)	answer telephone
Mr. Sommer (<i>accountant</i>)	compose computer programs
Mrs. Bee (<i>secretary</i>)	meet clients
Mr. Luckins (<i>manager</i>)	answer inquiries
	write reports
	answer inquiries
	monitor cash flow
	prepare regular financial
	statements
	prepare invoices
	type letters

Exercise 4 For each of the verbs below, three of the four words or expressions fit. In each case, find the one, which does not.

- 1) *do*→business, your homework, a profit, a deal;
- 2) *make*→money, a loss, a deal, business;
- 3) *take*→a long time, a decision, a deadline, appropriate measures;
- 4) *have*→progress, shares in a company, something to eat, a meeting;
- 5) *launch*→a product, a campaign, a ship, progress.

Exercise 5 Sample Resume

Giselle LaCarte
1107 S. 25th Street
Milwaukee, WI 53215
(414) 384-1087

OBJECTIVE

To serve as an admissions representative for a college or university, able to promote the college to prospective students and their parents, organize orientation and visitation programs, and assess prospective student applications.

EDUCATION

ALLEGHENY COLLEGE, Meadville, P A, Major: Psychology Minor: French,
Graduation date: May, 1994

Junior Year Abroad in France.

- Attended the *University of Sorbonne* and the *Language Institute of Tours*.
- Received full college credit for five courses taught completely in French.
- Proficient in French.

COMPUTER SKILLS

Hardware: IBM PC, Macintosh, NeXT

Software: WordPerfect, MacWrite, Lotus 1-2-3, Ready, Set, Go!, PageMaker

STUDENT SERVICES EXPERIENCE 2012 -'13

Counseled and supervised a hall of 30 freshmen and upper-class women; established a communal and positive residence hall environment; handled stressful emergency and disciplinary situations on a 24 hour basis; coordinated 3 educational and social programming events every ten weeks; served as a liaison between administrators and students.

Devoted 30 hours per week to position and maintained above average grades!

Pledge Education Chairperson Winter, Spring '11

Coordinated and implemented a 16-week pledge program for 44 women; consulted Panhellenic board, faculty, administration, and sorority officers; chaired meetings/delegated responsibilities for an eight-person committee.

Coordinator of Overnight Visitation 2011 - '2012

Supervised overnight visits and weekend events for prospective students; innovated efficient and effective approaches for student recruitment.

Allegheny College Tour Guide 2000 - '01

Promoted the College to prospectives & families; provided faculty candidates with extensive tours and history of the College; demonstrated composure and effective public speaking before large groups.

Worked every summer, winter, and spring break during college!

Among positions held include: various child care, camp counselor, retail sales, secretarial and receptionist positions.

Write your own resume according the following points:

objective, qualifications, education, languages, work history, personal.

Exercise 6 Sample of Cover Letter Writing

Allegheny College, Box 2110

Meadville, PA 16335

April 13, 1993

Mr. John Henry

Employment Services Specialist

Pittsburgh National Bank

Pittsburgh, PA 15222-3779

Dear Mr. Henry,

Dan Sullivan referred your name to me. I wish to be considered for a teller position in your bank this summer. Having worked in Allegheny College's Business Office and as a cashier for a local supermarket, I will bring strong communication and money management skills to a teller position.

My candidacy is unique. A true liberal arts major (biology), I have complemented my science interest with several business-related courses. This is my deliberate effort to

strengthen the problem-solving skills biology develops, while cultivating a strong foundation for business.

Working as a student secretary for the business office, I was entrusted with the delivery of large sums of money to local banks. I have answered phones, alphabetized records, processed paid invoices, and prepared out-going checks. As a cashier I accurately gathered and counted thousands of dollars while maintaining positive, public relations with a diverse constituency.

If you want a teller who has an ingrained work ethic and who will take pride in her work, I am the person for you. I will call within a week to see if you have received my resume and to further discuss the opportunity.

Thank you for your consideration.

Sincerely,

Myrna Greenback

Write your cover letter on the position of manager.

Exercise 7 Read and make your own letter of interest and resume.

If you decide to apply for a job in the western countries, you will probably need to form two documents: a letter of interest and a resume. This is the way how to do it. Read the letter of interest and a resume and try to write your own documents of the same kind.

a) a letter of interest:

Dear Sir or Madame,

I graduated from Kyiv State University in 2005. Now I am finishing my post-graduate studies to defend my candidate thesis this winter. My major subject is called the theory of literature, which includes the study of the history of Ukrainian and foreign literature.

I am interested in working in the Ukrainian department of your University as a teacher of Ukrainian and Ukrainian literature for the school year 2008—2009. In high school I gained experience teaching Ukrainian to foreign students. In your

department I could assist in the teaching of grammar, conduct a class in Ukrainian conversation or give lectures on Ukrainian literature.

If you are interested, please write me at the above address. I will look forward to hearing from you.

Sincerely,

Petrenko I. I.

b) a resume

EDUCATION	Kyiv State University, Philological Faculty, English Department (2003). Kyiv State University. Post-graduate course (2010).
EXPERIENCE	Kyiv State University. Philological Faculty. I delivered lectures on European Literature of the 17—18th centuries (Fall 2008 Present). Kyiv State University. Philological Faculty Department of the Ukrainian language. Lecturer on the Ukrainian Literature of the 19-20th centuries (Fall 2008 — Summer 2014). Kyiv State University. Summer Courses of the Ukrainian Language for Foreign Students. Teacher of the Ukrainian Language (Summer 2009, 2010, 2011). Kyiv State University. Department of English. Teacher of English (2008-2014).
ACTIVITIES	Intercontact Private Firm. Courses of intensive studies of foreign languages. Teacher of English. Kyiv State University Exchange program by Kyiv and Eastern Washington Universities. Tutor of American postgraduates in Ukrainian conversational skills (Fall 2009 — winter 2010). Private English lessons (Fall 2009 — Present).
PUBLICATIONS	I am the author of 6 articles published in different editions of collections of articles. The topic of these articles is related to folk and romantic British balladry, the latter being the subject of my candidate thesis which I am going to defend this year.
LANGUAGES	Ukrainian (native language), English, French.

Exercise 8

a) Translate the following phrases.

1. With reference to your advertisement in “Kiev Post” of Tuesday, January 10, I would like to apply for the position of in your company.
2. I recently heard from that there is a vacancy in your sales department.
3. I appreciate the opportunity to work on my own initiative and to take on a certain amount of responsibility.
4. Since my present position offers little prospect for advancement, I would prefer to be employed in an expanding organization such as yours.
5. Thank you for offering me the position of
6. I have pleasure in accepting this position.
7. I am looking forward to commencing work on September 1.
8. I regret to inform you that I am unable to accept the position, since I have received another more attractive one.

b) Translate the sentences.

1. Ваша фірма має великі перспективи. Я би хотів Вас запитати, на чому ви збираєтесь зосередити свої зусилля у найближчі роки.
2. Нам потрібна сильна творча команда, щоб наша фірма з часом стала конкурентоспроможною на світовому ринку.
3. За що я буду відповідати та які будуть мої обов'язки у перший рік роботи?
4. Ви маєте бездоганні відгуки з попередньої роботи. Я вважаю, що ми почнемо з 450 доларів, а якщо Ви добре себе проявите, то через 3 місяці ми переглянемо Вашу заробітну плату.
5. Під час навчання для одержання посади, яку я займаю зараз, я закінчив курси маркетингу.
6. Мені б дуже хотілось зайняти посаду, про яку ми з Вами говорили, і я сподіваюсь, що Ви мене вважаєте серйозним кандидатом.
7. Мені здається, що мій досвід роботи у цій сфері не буде використаний

повною мірою, тому я змушений відхилити цю пропозицію.

8. Яку заробітну плату Ви вважаєте гідною Вас?

9. – Коли Ви бажаєте, щоб я почав роботу?

– Якщо це можливо, то через тиждень.

10. Мої три основні позитивні риси – це надійність, лояльність та енергія.

Я звик працювати напружено.

UNIT 3

LINE AND STAFF POSITIONS

Active Vocabulary

1. **Relationship** – взаємовідносини.

2. **To hold a position** – займати посаду.

3. **Organization structure** – організаційна структура.

4. **Level** – рівень.

5. **Sales manager** – управляючий з торгівлі, маркетингу.

6. **Salesman** – продавець, торгівець.

7. **To have direct authority over smb.** – мати пряму владу над кимсь.

8. **To give orders** – віддавати накази.

9. **To take orders** – приймати накази.

10. **Complex** – складний.

11. **Staff** – штат, управління.

12. **Staff department** – управлінський відділ (не має прямого відношення до виробництва, але обслуговує його).

13. **Line department** – лінійний відділ (має безпосереднє відношення до кінцевого продукту).

14. **To be tied in with the company product** – мати відношення до кінцевого продукту.

In business organization structure means the relationship between positions and people who hold the positions. Organization structure is very important because it provides an efficient work system as well as a system of communication.

Historically, line structure is the oldest type of organization structure. The main idea of it is direct vertical relationship between the positions and tasks of each level, and the positions and tasks above and below each level. For example, a sales manager may be in a line position between a vice-president of marketing and a salesman. Thus a vice-president of marketing has direct authority over a salesman. This chain of command simplifies the problems of giving and taking orders.

When a business grows in size and becomes more complex, there is a need for specialists. In such a case administrators may organize staff departments and add staff specialists to do specific work. These people are usually busy with services, they are not tied in with the company product. The activities of the staff departments include an accounting, personnel, credit and advertising. Generally, they do not give orders to other departments.

COMPREHENSION QUESTIONS

1. What does the organization structure mean?
2. What does the organization structure provide?
3. What is historically the oldest type of organization structure?
4. In what position is a sales manager in attitude to a vice-president of marketing and a salesman?
5. What is the difference between line and staff departments?
6. Why is an advertising department or a credit department considered staff structure rather than line structure?

Exercise 1 Choose the necessary word and put it in the sentence (relationships, to hold a position, authority, complex, task, a line department, a staff department).

1. Organization structure shows between each position and positions above and below.

2. A sales manager has direct over a salesman.
3. As a rule a usually does not give orders to other departments.
4. When the business gets more there is a need for staff departments.
5. My friend of sales manager.
6. The of staff departments is to do different services.
7. My friend works in a, he is responsible for the company product.

Exercise 2 Read and discuss the dialogue.

Active Vocabulary

Organizational chart – організаційна схема.

Line position – лінійна посада.

Immediate subordinate – безпосередній підлеглий.

Line chain of command – лінійна структура підпорядкування.

Immediate superior – безпосередній начальник.

Staff position – управлінська посада.

To report – підпорядковуватися, відрекомендуватися (представлятися).

Credit department – кредитний відділ.

Span of control – коло безпосереднього підпорядкування.

Vice-president of production – віце-президент з питань виробництва.

Vice-president of marketing – віце-президент з питань збуту.

Controller – головний фінансист.

(Peggy Forman is talking with Jaff Downing, another administrative assistant in her company.)

Jaff: How are you today, Peggy?

Peggy: Oh, fine, thanks.

Jaff: Glad to hear that. By the way, are you familiar with the organizational chart for the company?

Peggy: No, I am not. What is it like actually?

Jaff: Well, the chart shows how the employees are divided into groups. It gives one an overview of the chain of command in the company.

Peggy: I see. The positions can be line and staff ones.

Jaff: Yes. The subject is not new to you. What else do you know about it?

Peggy: As far as I know a worker in a line position receives orders from his immediate subordinate.

Jaff: Exactly, that's the line chain of command.

Peggy: A worker in a staff position reports directly to a line worker but he neither gives nor receives orders for line workers. Am I right?

Jaff: Yes, you are. But someone may have line authority over people in his department and not be considered a line administrator.

Peggy: How can it be?

Jaff: That's possible when a whole department is a staff department. For example, in our company the head of the credit department or the personnel department can hardly ever be president of the company.

Peggy: And what do the people in staff departments do, how is their work different?

Jaff: Well, they are usually busy with services and they could do the same service for any company. So they are not in the line.

Peggy: It seems to be rather complicated.

Jaff: It only seems so. I think the chart should help.

Peggy: Oh, sure. But, Jaff, would you explain me what span of control is?

Jaff: Oh, span of control refers to the number of people whom one manages directly.

Peggy: Can you give me an example?

Jaff: Well. The President of our company directly manages the Vice-President of Production, the Vice-President of Marketing and the Controller. Thus, his span of control includes three people.

Peggy: Yes, now I see. Thank you for your help.

Jaff: Not at all. Why don't we go to the coffee stall and have a snack together?

Exercise 3 Give affirmative and negative answers to the questions.

Model: *Have you examined the organizational structure of the company yet?*

Yes, I have already examined it. No, I haven't examined it yet.

1. Have you reported to the controller yet?
2. Have you settled this problem with the manager yet?
3. Have you learned line and staff positions of the company yet?
4. Have you got acquainted with your immediate superior yet?
5. Have you heard about his span of control yet?
6. Have you met your immediate subordinates yet?
7. Have you passed your report to the credit department yet?

Exercise 4 Answer the questions.

1. What is your relationship with your immediate superior?
2. What position in your company do you want to hold?
3. Do you want to be a sales-manager or a vice-president of marketing?

Give your reasons.

4. Over what positions do you have direct authority in your company?
5. What do you like more: to give orders or to receive orders?
6. Do you want to work in a staff department or in a line department? Give

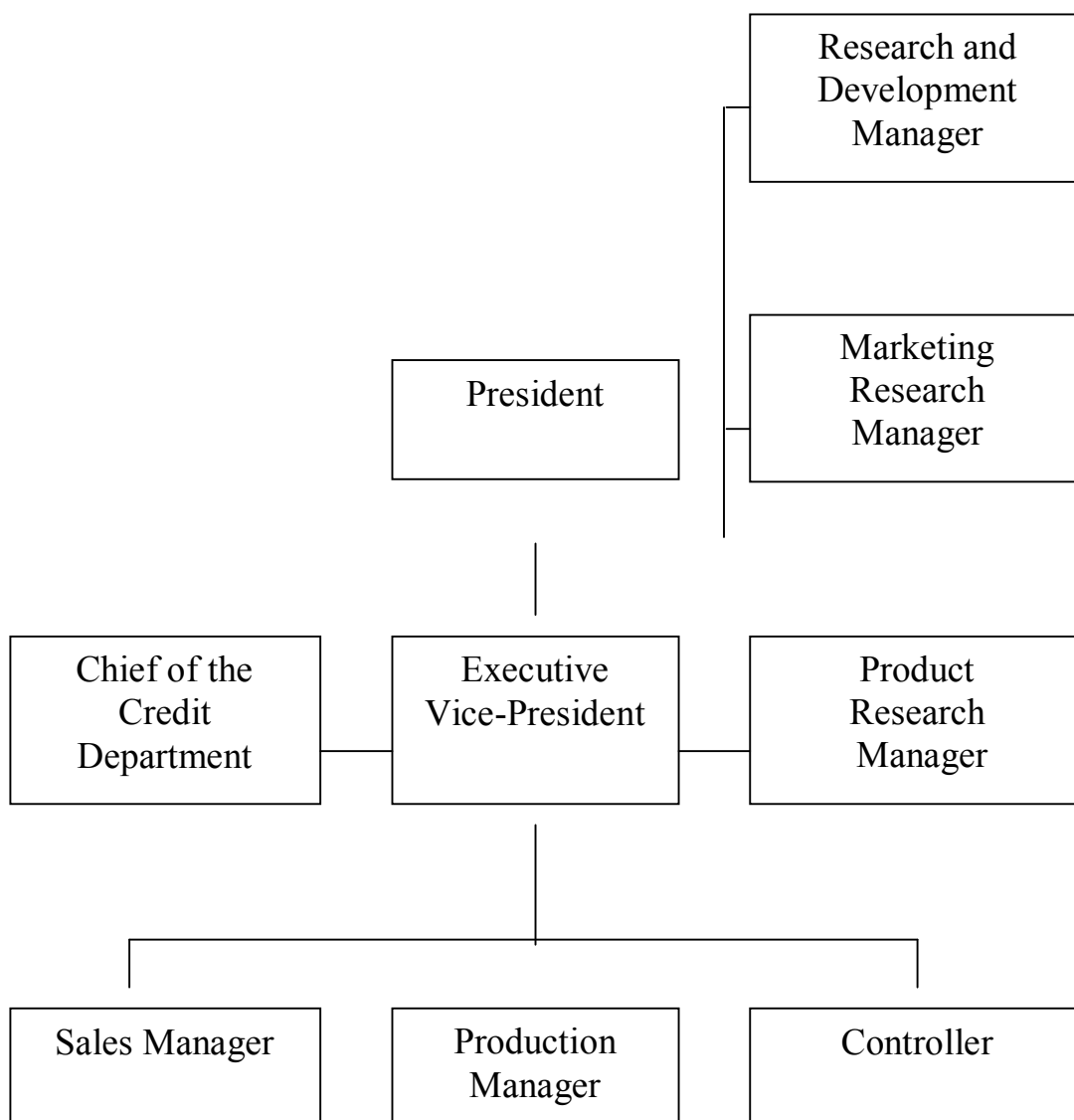
your reasons.

Exercise 5 Translate into English.

1. Мої взаємовідносини з начальником дуже хороші.
2. Мій друг займає посаду головного фінансиста.
3. Я не знайомий з організаційною структурою нашого підприємства.

4. Він більше любить надавати накази, ніж їх отримувати.
5. Я надаю перевагу роботі в лінійному відділі.
6. Управлінські відділи не пов'язані з кінцевим продуктом.
7. Структура нашого підприємства складна.
8. Я більш придатний до управлінської посади, ніж до лінійної.
9. Мій безпосередній начальник дуже пунктуален.
10. В коло мого безпосереднього підпорядкування входять три керівника груп.
11. Я звільню свого безпосереднього підлеглого. Він ледачий.

Exercise 6 Have a look at the organizational chart of the company.



What line and staff positions can you discern? Speak about the organizational structure of this enterprise.

Exercise 7 Transfer the sentences from Active into Passive.

Model: *The manager examines organizational structure of the firm.*

Organizational structure of the firm is examined by the manager.

1. Vice-president gives orders to his employees.
2. I receive orders from the sales manager.
3. My friend holds a position of general manager.
4. Personnel office receives resumes from prospective candidates.
5. Staff departments do different services to line departments.
6. Usually he takes the orders and fulfils the tasks very quickly.

Model: *My friend is examining the organizational chart. The organizational chart is being examined by my friend.*

1. I am sending my annual report to my immediate superior.
2. The foreman is firing his immediate subordinate.
3. Controller is giving the orders to his employees.
4. We are changing the organizational structure of our company.
5. The board of directors is enlarging the staff of the company.

Model: *I have invested my money in real estate. My money has been invested in real estate.*

1. We have considered advantages and disadvantages of partnership.
2. I have bought the shares of IBM company.
3. This business has involved big financial resources.
4. We have elected the board of directors.
5. The board of directors have chosen the company officers.

Exercise 8 Supply the correct tense-forms of the verbs.

1. Last month we (*to place*) a trial order with Brown and Co whom we (*not to do*) business before.

2. In June we (*to be going*) to make a transaction with Bell and Co. We (*not to have*) any business relations with them before.

3. “Why you (*can, not to go*) to the theatre with me now?” “Well, you see, I (*not finish*) my work yet”.

4. “Why you (*not to go*) to the manufacturing plant yesterday afternoon?” “I (*can, not to go*) this because we (*not to complete*) the talks by that time”.

Exercise 9 Supply modal verbs or their equivalents in the correct tense-form.

1. We ... to go to the plant with Mr. Brown this Monday, but he hasn't arrived in Kyiv yet. We ... to go to the plant next week.

2. There is no stop near this building, you ... to get off at the next stop.

3. These things are not duty-free. You ... to pay for them.

4. If you don't leave now, you ... not come to the concert on time.

5. When ... the Sellers to deliver the goods?

6. We ... to reserve accommodations for Mr. Brown tomorrow.

7. As the Buyer ... not provide shipping facilities the Seller ... to deliver the goods on these terms.

Exercise 10 Read the list of jobs and professions below and sort them out in two columns:

A geologist	a shop assistant	a businessman	a pop singer	a nurse
A journalist	a bank manager	a book-keeper	a bookseller	a teacher
A gardener	a waiter/waitress	a tourist guide	a bodyguard	a cook
A film star	computer operator	an interpreter	a bus driver	

The jobs I'd like to do	The jobs I'd hate to do

<p><i>Give at least three reasons why you'd like to have these jobs/professions:</i></p> <p>e.g. I'd like to become a lawyer because:</p> <p>a/ this job is well-paid;</p> <p>b/ it helps people to solve their problems;</p> <p>c/ it is rather prestigious now.</p>	<p><i>Give at least three reasons why you'd dislike to have these jobs/professions:</i></p> <p>e.g. I'd hate to become a journalist because:</p> <p>a/ this job sometimes does more harm than good;</p> <p>b/ it involves meeting</p> <p>c/ it needs too much writing.</p>
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UNIT 4

BUSINESS LETTERS

Writing business letters

There are three kinds of letters: *personal letters*, *business letters* and *official letters*. There are some "Golden Rules" for writing business letters and memos.

1. Give your letter a headline.
2. Decide what you are going to say before you start writing.
3. Use short sentences.
4. Put each separate idea in a separate paragraph.
5. Use short words that everyone can understand.
6. Think about your reader: your letters should be clear, complete, concise, correct and addressed in a sincere, polite tone.

The Structure of a Letter

1. Headline.

Harper & Grant Limited

A. Smith & Co., Limited

*or Brentwood School,
Hambledon, Cumberland.*

The headline may include the reference with initials of the author of the letter and the typist, the number of a file

Our reference (or our ref.) AC/DD/156

Your reference (or your ref.) 15/16/1865

In your reply please refer to FL/KD/151621

Kindly mention Ex. 16.11716 in your reply our file №12/16/1865

Please quote №1245/AB when replying

2. Date

Date is written in the right corner of the letter under the headline. You may use one of these ways of writing the date.

12th September, 2006

12 September, 2006

September 12th, 2006

September, 2006

The names of the months are often shortened (except of March, May, June, July).

January – Jan	September – Sept
February – Feb	October – Oct
April – Apr	November – Nov
August – Aug	December – Dec

3. Address.

Address (where the letter is sent to) is written on the left

John Martin, Esq.,

Sales Manager,

Harper & Grant Ltd.,

Great West Road, London, W. 25

or The Manager

Windermere Bank,

*68 Cambridge Street,
London, W. 27*

The address on the envelope is typed. The way of delivery should be mentioned.

Registered

Air-Mail

Express Delivery.

Back address is typed in the bottom of the envelope or on the backside of it.

4. Enclosure.

If there is an enclosure, than the word *Encl.* is added after signature.

3 Enclosures or *3 Encl*

Encl: Cheque

Enclosures: Bill of Lading, Insurance Policy, Invoice

5. The body of the letter.

Business letters typically follow a number of steps, including the followings:

- 1) opening and closing greetings;
- 2) stating the reference at the beginning of the letter;
- 3) requesting;
- 4) explaining the reason for writing;
- 5) thanking;
- 6) enclosing documents;
- 7) apologizing;
- 8) expressing urgency;
- 9) confirming;
- 10) ending the letter.

Here is some of the language typical of business letters

1. Opening and closing greetings:

a) If you don't have a contact name:

Dear Sir or Madam

Yours faithfully

b) If you know the name of the person:

Dear Mr. Jones

Dear Mrs.(Miss, Ms) Jones

Yours sincerely

c) If you know the person as a friend or a close business colleague:

Dear James

Best wishes/regards.

2. Stating the reference at the beginning of the letter.

You can start with either:

Subject _____

or expressions like:

With reference to _____

I thank you for your letter of 1 July

Further to our telephone conversation, _____

3. Requesting.

I would be grateful if you could _____

I would appreciate it if you could _____

Could you please _____ ?

4. Explaining the reason for writing.

I am writing to inform / apply / request etc. _____

5. Thanking.

Thank you for _____

We were very pleased to _____

6. Enclosing documents.

Where other documents are included with the letter, you can say:

Please find enclosed / attached _____

7. Apologizing.

I regret that

I am afraid that

8. Expressing urgency.

_____ *at your earliest convenience*

_____ *without delay*

_____ *as soon as possible*

9. Confirming.

I am pleased to confirm that _____

I confirm that _____

10. Ending the letter.

I look forward to seeing / meeting you _____

Finally, I would like to thank / remind you _____

Exercise 1 Read the letters and put questions to them.

Here are two short letters. The first is an example of what is called a letter of introduction. Mr. McPherson ought to have written to Mr. Grant to introduce his friend George Duncan. If he had written this letter (but he did not) Mr. Grant, and Elizabeth, his wife, would have known all about him. Mr. Duncan should also have written to ask for an appointment as he was only going to be in London for such a short time. Arriving, as he did, without much warning, he risked finding Mr. Grant away or too busy to see him.

47, Douglas Street,
GLASGOW

17th July, 2002

Dear Mr. Grant

A good friend of mine, George Duncan, is shortly coming to London and would very much like to meet you and see over your factory.

Mr. Duncan is the Managing Director of G.P. Duncan and Go Ltd., manufactures of artificial fertilizers.

His company is building a new office block and he is interested in obtaining quotations for the cost of furnishing these new offices, so his visit may be of value to you.

With best wishes to you and your wife,

Yours ever,

Jock McPherson,
Hector Grant, Esq.,
Managing Director,
Harper and Grant Ltd.,
Great West Road,
London, W.25.

G.P.DUNCAN & CO. LTD.

Telephone: GLASGOW CENTRAL 918721

249 Cathaway Road

Telex: GW 900

GLASGOW

Telegrams: FERTGLAS

Hector Grant, Esq.,
Managing Director,
Harper and Grant Ltd.,
Great West Road,
London, W.25.

17th July, 2002

Dear Mr. Grant,

Mr. Jock McPherson, whom we both know, has written to tell you about my forthcoming visit to London. I should very much like to meet you and see over your factory if that could be arranged. I hope to be in London on July 27th and 28th, and I should be grateful if you could let me know the day and time which would suit you best, as I can then go ahead and fit in my other appointments.

Looking forward to the pleasure of meeting you,

Yours sincerely,

George Duncan
Managing Director
G.P.DUNCAN & CO LTD.

Exercise 2 Choose the most appropriate explanation:

- manufacturer a) person who, firm which produces things;
 b) book etc. as first written out or typed;
 c) companion, fellow workman.
- to obtain a) get;
 b) have lent or granted to oneself;
 c) take place, happen.
- cost a) price paid for a thing;
 b) procession;
 c) power or authority to direct, order or restrain.
- to hope a) respect highly, feel honour for, confer honour on;
 b) expect and desire;
 c) jump on one foot.
- appointment a) judgment, valuation;
 b) enthusiasm;
 c) arrangement to meet.

Exercise 3 Give your agreement or challenge the following statements:

- a) Mr. Duncan is the Marketing Director of G.P.Duncan and Co. Ltd.,
manufactures of artificial fertilizers.
- b) He is interested in obtaining a loan for furnishing these new offices.
- c) Mr. Jock McPherson wrote to Mr. Grant about Mr. Duncan's forthcoming
visit to Liverpool.

d) Mr. Duncan would be grateful if Mr. Grant could let him know the day and time of the appointment which would suit Mr. Duncan best.

Exercise 4 Fill in the blanks using the words and phrases given below in brackets:

(to be of value, forthcoming, very much like, to be interested, to fit in)

1. A good friend of mine, George Duncan, would to meet you and see over your factory.
2. He in obtaining quotations for the cost of furnishing these new offices.
3. His visit may to you.
4. I can then go ahead and my other appointments.
5. Mr. Jock McPherson has written to tell you about my visit to London.

Exercise 5 Arrange the given words and phrases in order to make up sentences:

1. the Managing Director, artificial, of G.P.Duncan and Co. Ltd., is, manufacturers of, Mr. Duncan, fertilizers.
2. obtaining, these, furnishing, new, quotations, for, officers, the cost of, is interested, he, in.
3. very, to meet, your, like, I, much, if you, over, arranged, that, could, should, be, see, factory, and.
4. grateful, the, day, would, be, let, and, which, could, time, suit, I, best, grateful, me, you, if, know, you.

Exercise 6 Arrange the given sentences in order to make a letter:

1. Yours faithfully,
S. Johnson
Marketing Manager
2. Dear Sirs,
3. We should be obliged if you would kindly indicate whether you wish to wait

or order an alternative model.

4. Messers Feltham and Reed,
210-214 Nelson Road,
Warrington,
Lancs.

5. We look forward to hearing from you.

6. With reference to your order number 1048, dated 30th May, we regret that item 2-MAYFAIR dining-room suite in walnut – will not be available until September.

7. 18th June 2002

Exercise 7 Fill in the gaps with the following words: *fall, cons, loss, reduce, weaknesses, peripheral, lay off.*

1 We have to debate the pros and ____ of this project before we go ahead with it. 2 Let's look at the strengths and ____ of each application in turn and then we'll draw up a shortlist. 3 We expect a rise in sales next year followed by a steady ____ for two years after that. 4 It's simple: we have to increase our prices and ____ our costs. 5 You can see the general position if you look at the profit and ____ account in front of you. 6 We need to concentrate on our core business and sell off our ____ business. 7 It's easier to hire people when times are good than to ____ them when times are hard.

Exercise 8 Finish the following letter

14th June 2002

The Secretary,
Modern Homes Exhibition,
Exhibition Centre,
Manchester, M C1 3 BE
Dear Sir,

As we are particularly interested in having a stand at next year Modern House Exhibition, we should be grateful if you would kindly send us a copy of the prospectus as soon as it is available.

Exercise 9 Write a reply to the model letter written by Mr. Duncan.

Exercise 10 Marcia Garcia tells us about her educational background. Complete each sentence with one of the words or phrases from the box below. You will need to put the verbs into the right tense.

apply, graduate, grant, honour degree, place, stay on, job, primary school, study, option, scholarship, subject, higher degree, PhD, secondary school, thesis

1. I started at ____ in London when I was 5.
2. At the age of 11, I went on to ____, also in London.
3. At 17, I ____ to university.
4. I got a ____ at Manchester to ____ Engineering.
5. In fact I was awarded a ____.
6. But at the end of the first year I changed to another ____.
7. I ____ from university in 1988.
8. I have a first class ____ in Economics.
9. I decided to ____ at university.
10. So I did a ____ in business administration at the University of California.
11. During the course, I did an ____ on small business development.
12. I found the topic so interesting that I applied for a ____ to do a doctorate on the same subject.
13. Once I had got the money, I had to write a 50,000 word ____.
14. So now I have a BA, an MBA and a ____.
15. All I need now is a ____.

UNIT 5

“NO” LETTERS

Saying «no», which is almost always difficult in person, is easier in a letter. But when an organization rejects a request made by a customer, the organizational

writer has to remember that future business and the organizational image are at stake. The wording and approach have to be careful.

The best way to prepare a reader for bad news is to demonstrate that what the reader has requested or proposed has received due consideration. This consideration can be indicated by referring specifically to the situation at hand and by assuring the reader you know who he or she is. The more specific and personal the reference, the more palatable the refusal.

The opening of a «no» letter should contain a buffer statement to get the reader into the right frame of mind.

After the buffered beginning, the next step is to present the refusal along with an explanation. What the writer wants the reader to do is come to a conclusion similar to the one expressed in the letter - that is, the negative outcome is the only outcome possible given the circumstances facing the writer.

Example: *As you know, we receive a large number of grant proposals and, unfortunately, can only approve a limited number. Our decision does not reflect any lack of interest in your project but rather our inability to stretch our resources to cover all worthwhile requests.*

After having conveyed the bad news in the body of a «no» letter, the writer has the opportunity to sweeten the reaction of the reader with a closing encouragement or alternative. Three strategies can be used here:

1 When the reader has a customer relationship to the writer, a mild sales pitch at the end of the letter might be appropriate. In most cases such a conclusion may not result in future business right away, but it does suggest a willingness on the part of the refuser to continue doing business with the reader. A good example would be: *«Though we are unable to honor your claim at this time, we suggest that you try one of our other product lines that have similar capabilities and maintenance agreements available».*

2 When the reader does not have a regular relationship with the writer (business or otherwise), a mild statement of regret or a sincere goodwill wish might be appropriate. For example: *«We regret that we were unable to fund your program,*

but we wish you well in seeking funds from other sources».

3 When an alternative to the negative situation is possible, the writer might suggest this in the conclusion of the letter as in the following example: «*Though we no longer handle the RX line, we Understand that it is still available from _____*». The writer should keep in mind, however, that steering readers in another direction after giving them a rejection could cost the writer the readers' loyalty.

Exercise 1 Read and translate the sample of an effective “No” Letter:

WHEELER COACH AND TRAILER

18 Cameron Industrial Park Elkhart,

Indiana 46514

Mr. John Keeps

Amdek Tool and Die

2100 National Hwy.

Elkhart, IN 465514

April 26, 2003

Dear Mr. Keeps,

Your recent application to work with us on a contractual basis regarding the carbide-valve project has been given serious and careful consideration, and we appreciate your interest in Wheeler's.

In the past, we have worked very successfully with outside vendors and in fact have used this type of arrangement in meeting heavy production loads. We have usually found that, because of changing demands, we work best with vendors who are either familiar with our operations or who have the capacity for immediate growth. Many of our vendors have been active in the market place for three or more years and consequently have had a chance to get a good financial grounding. So, Mr. Keeps, while we are unable to work with you at the present time, we would welcome the chance to

again consider your services in the future. Perhaps in six months' time we may again be able to review your quotations and begin a long and productive business relationship.

Once again, thank you for your interest in Wheeler's.

Sincerely,

N.P.Brown

Exercise 2 Read the letter and answer the questions:

You are a distributing wholesaler. You have been waiting for an order to arrive and you receive this letter about it:

Your order ref. 57/BEH

Dear Mr. S_____

I am writing to apologize for the late delivery of this order. We normally pride ourselves on keeping to our delivery dates, but in this case the order was more complex and time-consuming than we had anticipated.

Our revised delivery date is now Friday, November 22.

Our truck will arrive at your warehouse after lunch and unloading will take approximately 1 hour.

We hope that this revised date and time is suitable and we greatly regret any inconvenience that may have been caused.

Yours sincerely,

J. Lorezini

Export Sales Director,

Medeo Industries

The problem is that Friday afternoon is a very busy time in the warehouse. However, the sooner you get the goods from Medeo, the sooner you can supply your own customers.

1 What are you going to do this time?

2 How will you solve this problem?

3 What will you write to Medeo?

Plan and draft letter and telex to Medeo.

Exercise 3 Translate the sentences.

1. Дозвольте ще раз нагадати вам, що цей чек ще не сплачений.

2. Згідно з умовами нашої угоди, ваш переказ повинен надійти 12 березня.

3. Нам здається, що ви забули погасити свій борг, термін якого скінчився 3 місяці тому.

4. Ми наполягаємо на одержанні платежу до 31 січня. Якщо цього не станеться, ми будемо змушені звернутися до суду.

5. Ми часто нагадуємо вам про несплачений рахунок, але не одержали від вас ні звіту, ні переказу.

6. Просимо дозволити нам затримати оплату вашого рахунку.

7. Тому що у минулому ви завжди виконували свої обов'язки, ми можемо дозволити вам затримати оплату.

8. Ми зможемо обговорювати розташування замовлення лише у тому випадку, якщо ви зменшите ціну на 10%.

Exercise 4 Look at these extracts from four letters. Complete each sentence and decide what you would say in your reply to each letter if it were your fault in each case.

1. We are concerned that order we placed by letter on 8 June we have got lost in the post. Could you please

2. The order has not yet arrived at our warehouse, even though we received advice of shipping from you ten days ago. Would you

3. According to your scale of charges the price of a double room with bath is 855 including tax. However, on checking my account letter I discovered that I was charged 869.50 per night. Will you please

4. Our order was 80 boxes containing 144 items each. Each box we have opened so far contains only 100 items. Will you please ...

Exercise 5 Join abbreviations and their corresponding meanings.

NB – the same;

i.e. – compare;

e.g. – against;

p.a. – important note;

q.v. – that is;

cf. – regarding;

v.s. – this year;

p.m. – for example;

v.v. – for and on behalf of;

re – reference;

vs. – see above;

h.a. – afternoon;

id. – with the terms reversed;

pp – for each year;

ref. – conversely.

Перелік основних скорочень, що вживаються у діловій кореспонденції:

A/C, a/c, acc. (*account current*) – поточний рахунок;

adsd (*addressed*) – адресовано;

adse (*addressee*) – адресат, одержувач;

ad (*advertisement*) – рекламне оголошення (*множ.* – ads);

a.m. (*ante meridiem*) – до півдня;

app. (*appendix*) – додаток;

Attn. (*attention*) – до уваги когось;

cc., cc (*copies*) – вказує адресатів копій листа;

CEO (*chief executive officer*) – виконавчий директор;
cf. (*confer*) – порівняйте;
Co. (*company*) – компанія;
contr. (*contract*) – контракт;
Corp. (*corporation*) – корпорація;
cur.: 1) *currency* – валюта; 2) *current* – поточний ;
CV (*curriculum vitae*) – коротка біографія;
Dd -1) *dated* – датований; 2) *delivered* – доставлений;
Dep., Dept. (*department*): 1) відділ; 2) міністерство;
doc. (*document*) – документи (множ. – docs.);
doz., dz. (*dozen*) – дюжина;
e.g. (*exempli gratia, лат.*) – наприклад;
enc., encl. (*enclosed, enclosure*) – вкладений, додаток (до листа);
exc., excl. (*except, excluding, exception, exclusion*) – за виключенням;
expn (*expiration*) – закінчення (терміну);
fjg. (*figure*): 1) цифра; 2) малюнок, схема;
FY (*fiscal year*) – фінансовий рік;
h.a. (*hoc anno, лат.*) – у поточному році;
hf. (*half*) – половина;
i.e., ie (*id est, лат.*) – а саме;
inc., incl (*including*) – включаючи;
Inc., inc. (*incorporated*) – зареєстроване як юридична одиниця (корпорація);
info (*information*) – інформація;
inv. (*invoice*) – рахунок-фактура;
LLC (*limited liability company*) – компанія з обмеженою відповідальністю;
Ltd., Ltd. (*limited*) – з обмеженою відповідальністю;
mdse (*merchandise*) – товари;
M.O., m.O.: 1) *mail order* – поштовий переказ; 2) *money order* – грошовий переказ, платіжне доручення;
MV (*merchant (motor) vessel*) – торгівельне (моторне) судно;

N/A (*not applicabe*) – не застосовувати (*напр.*, пункт в анкеті);

N.B., NB (*nota bene; лат.*) – важливе зауваження;

NC, N.C., N/C (*no charge*) – безплатний;

p.a. (*per annum, лат.*) – за рік;

Plc, PLC (*public limited company*) – відкрита акціонерна компанія з обмеженою відповідальністю;

pp. (*pages*) – сторінки;

pp, p.p. (*per pro, лат.*) – за дорученням;

qv (*quod vide, лат.*) – дивитися (там-то);

rct (*receipt*) – розписка, квитанція;

rept. (*report*) – звіт;

re (*regarding*) – відповідно;

ref. (*reference*) – посилання;

shipt (*shipment*) – відвантаження, відправка;

sig. (*signature*) – підпис;

urgt (*urgent*) – терміновий;

v., vs. (*versus. лат.*) – проти;

VAT (*value-added tax*) – ПДВ;

v.s. (*vide supra,*) – див. вище;

v.v. (*vice versa, лат*) – навпаки;

& (*and*) – та.

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із навчальної дисципліни

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